

MARKETING COMMITTEE MEETING MINUTES
FRIDAY, APRIL 3, 2015
SISTER BAY-LIBERTY GROVE FIRE STATION – 2258 MILL ROAD

The April 3, 2015 meeting of the Marketing Committee was called to order by Committee Chair Shane Solomon at 8:35 A.M.

Present: Committee Chair Shane Solomon and members Kathy Enquist, Tara Gokey and Drew Bickford.

Staff Members: Village Administrator Zeke Jackson, Marketing Director Jason Polecheck and Assistant Administrator Janal Suppanz.

Comments, correspondence and concerns from the public:

Solomon asked if anyone wished to address a non-agenda item. No one responded. He then noted that no new correspondence had been received.

Approval of the Agenda:

A motion was made by Solomon, seconded by Bickford that the Agenda for the April 3, 2015 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

Approval of Minutes as published:

A motion was made by Enquist, seconded by Bickford that the minutes for the March 6, 2015 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

Business Items:

Item No. 1. Discussion regarding the Operating Agreement between the SBAA and the Village; and consider a motion for action if necessary:

A draft of the Operating Agreement between the Village of Sister Bay and the SBAA was included in the meeting packets. That document was presented to the SBAA Board of Directors yesterday, and the Board recommended a few grammatical revisions, which were pointed out by Bickford. Bickford noted that the SBAA Board of Directors would like to see the sentence contained in Section 2.5 of the agreement which requires that the SBAA must actively seek at least one grant per year removed. He also noted that once a final draft of the agreement is agreed upon the SBAA Board of Directors would like to have that document reviewed by legal counsel, and then would like to present the agreement to the membership of the SBAA as whole at the SBAA Spring Social. The question arose as to whether the wrist banding policy mentioned in the agreement just pertained to large festivals or all events, and it was the consensus that I.D. wrist banding shall occur at any Village and/or SBAA events conducted on publicly owned property where alcoholic beverages are sold. Gokey noted that they did try selling wristbands for \$1 each at "Taste of Broadway" in Green Bay, and a number of complaints were received that this action was taken. Next year they will take a different approach and will attempt to solicit wristband sponsorships. The organizers of "Taste of Broadway" do require that people purchase food and beverage tokens as they enter the event grounds, and any vendors participating must provide a percentage of their gross sales to the sponsoring agency. Cash

1 and credit cards are accepted when tokens are sold. Any excess funds which are realized
2 as the result of token sales are deposited into an escrow account. It was the consensus that
3 a token policy would work quite well for Village and SBAA sponsored events and might be
4 a solution to a number of the logistical issues associated with Fall Fest, as wrist bands
5 could be provided when tokens are sold.

6
7 *Gokey indicated that she would be happy to explain the previously mentioned token*
8 *system to the members of the SBAA Board of Directors, and it was the consensus that a*
9 *joint meeting of the Marketing Committee and the SBAA Executive Committee should be*
10 *conducted ASAP.*

11
12 **Item No. 2. Introduction of the Marketing Director for the Village of Sister Bay:**

13 Jackson and Solomon introduced Jason Polecheck, the new Marketing Director for the
14 Village. The Committee members welcomed Polecheck and indicated that they look
15 forward to working with him.

16
17 **Item No. 4. Report on the sponsorship plan for 2015:**

18 Jackson and Polecheck presented a sponsorship plan for 2015 and explained the various
19 components of that plan. During the review process some minor revisions were suggested
20 and Jackson took note of all of them. Business owners will still be allowed to sponsor
21 individual events, but a few changes have been made to the existing marketing policies.
22 The two major changes are that business owners from outside the area will now be
23 allowed to sponsor events conducted in Sister Bay, and businesses will be allowed to pay
24 annual sponsorship fees. The Committee members did indicate that they believe more
25 unique names should be chosen for the sponsorship levels.

26
27 The Village Hall is utilized for a number of events, and the suggestion has been made that
28 sponsor banners be installed in the Village Hall on a permanent basis. Several of the
29 Committee members indicated that they wouldn't mind if banners are put up in the Village
30 Hall during large events, but they believe it would be a useless advertising technique to
31 leave them up on a permanent basis since the Village Hall is not readily accessible to the
32 general public at all times.

33
34 Gokey suggested that social media be utilized to the fullest extent when marketing is done
35 for the Village, and it was the consensus that that should occur.

36
37 Movies in the Park will be conducted this year, and a list of suggested movie showings was
38 included in the meeting packets. It was the consensus that the movie choices which have
39 been made are fine.

40
41 **Item No. 3. Discussion regarding amendment of the 2015 marketing budget; and consider**
42 **a motion to authorize the expenditure of sponsorship funds and other monies received**
43 **for marketing/events:**

44 The Village Board authorized the expenditure of \$50,000 for special events to be
45 conducted in the Village, but there was an expectation that those funds would be self-
46 perpetuating. The \$50,000 has been deposited into a CIP account. Since a Marketing
47 Director has now been hired sponsorship revenues should increase, and any sponsorship
48 fees received will be deposited into a General Fund revenue account. During the annual
49 budget process reallocations will occur. In theory the sponsorships should offset any

1 special event expenses, and the \$50,000 should eventually be replaced. Jackson believes it
2 would be very helpful if data could be compiled which clearly delineates the income and
3 expenses related to each event which is sponsored by the Village.

4
5 *A motion was made by Solomon, seconded by Bickford that the Marketing Committee*
6 *recommends that a budget amendment be made which states that a special revenue*
7 *account shall be created for any revenues realized when events and festivals under the*
8 *purview of the Marketing Committee are conducted. Motion carried – All ayes.*
9

10 **Item No. 5. Consider a motion to discuss matters to be placed on a future agenda or**
11 **referred to a committee, official or employee:**

12 It was the consensus that Polecheck shall give a report regarding marketing activities at all
13 future Marketing Committee Meetings.

14
15 **Adjournment:**

16 *A motion was made by Bickford, seconded by Enquist to adjourn the meeting of the*
17 *Marketing Committee at 11:32 A.M. Motion carried – All ayes.*
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19
20 Respectfully submitted,

21 

22 Janal Suppanz,
23 Assistant Administrator
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